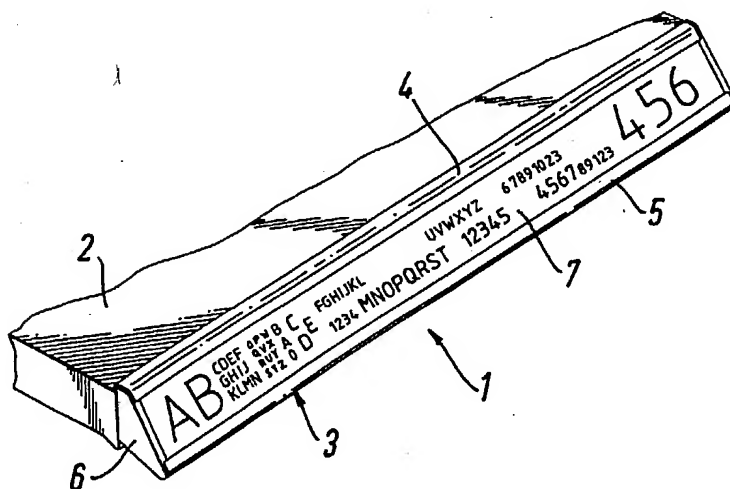




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(54) Title: ELECTRONIC LABELLING SYSTEM**(57) Abstract**

An elongate electronic labelling device for use in an electronic labelling system, which includes a visually continuous elongate display panel. The device presents separate data displays constituting respective labels at longitudinally spaced regions along the display panel or screen. The display panel or screen can be a single strip-like LCD panel or a plurality of strip-like LCD panels mounted end-to-end in a holder to form a continuous display.

the holder 3 in this embodiment is formed on its back with projections 12 which fit securely into the recesses 11. The top edge 14 of the extrusion 3 lies substantially flush with the top of the holder 10, and thus presents no unsightly projections. The cross-sectional profile of the extrusions 3 is such as to hold the display panel 7 at generally the same upward-facing orientation as the conventional labels which would be held in the holder 10.

This profile also includes a rear projection 15 accommodated in the space within the existing holder 10. This projection 15 accommodates a circuit board or boards 16 carrying the necessary IC processor chips 17 and other circuit components required for the control of the display on the LCD display panel 7, and for controlling communication with a remote central computer control (not shown). Such communication may be either by way of hard wiring or by radio link. In both cases it may be necessary to pass data along the length of the display device, and for this purpose a data bus bar 18 may also be accommodated within the holder 3. Power will be supplied to the electronics distributed along the length of the holder from a suitable power source, eg. one or more replaceable DC power cells fitted into the holder 3, and a DC supply bus bar may also be provided in the profile 3, running the whole length of

2/3

Fig.3.

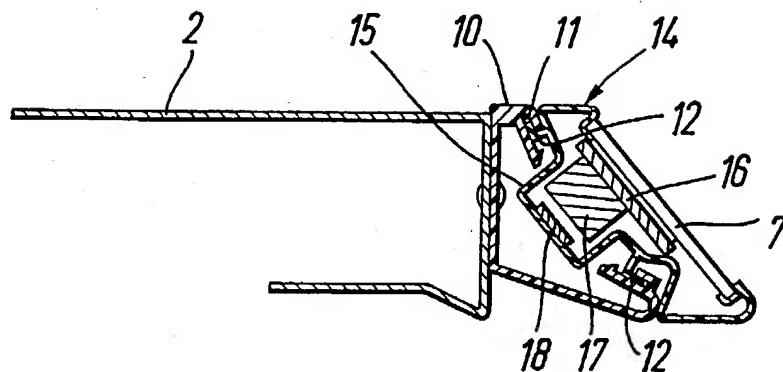
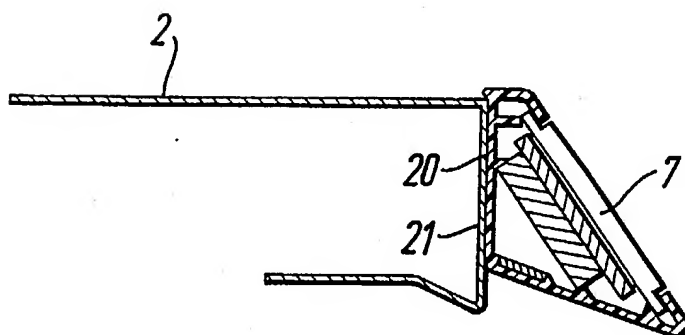


Fig.4.



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PATENT ASSIGNEE(S): CLARES EQUIPMENT LIMITED;
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